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We send a specimen of our „Swiss Textiles“ free of charge on application and are always ready to give further information and to put applicants into touch with Swiss manufacturers.

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Chief editor: CHARLES BLASER, Lausanne

Swiss Textiles

at the New York World's
Fair 1940



This year, the textile section in the Swiss Pavilion has been entirely transformed and it has also been greatly extended to afford not only the most advantageous presentation of the different collections but also the most agreeable means of circulation for the visitors.

All branches of the Swiss textile industry are once more represented with a comprehensiveness which is little short of perfection.

The St. Gall Embroidery and Cotton industry exhibits its latest creations in an entirely new way. Their novel method consists in employing mechanised mannequins which are attired in high-class creations (executed after the drawings and under the direction of René Hubert). In this way they show to the best advantage the infinite possibilities offered by the fine cotton textiles which are treated according to the St. Gall technical processes. Other show-cases feature embroidered articles such as handkerchiefs, flowers, collars, cuffs, jabots, etc. The materials themselves are displayed full-length against the background of the pavilion.

Passing to the silk industry, we find it has created new textures: some in daring colours set off by gold or silver, others in delicate pastel shades as can be seen made up into some of the dresses worn by the mannequins. Indeed, we can even admire an eighteenth century dress made from Swiss silk manufacture. The most recent creations of the manufacturers of silks for ties and materials for church garments and ornaments are also on view.

The woolen lingerie industry exhibits collections which, as well as illustrating the perfection of the stitch work, give prominence to the excellent taste of their creators who can be relied on to take into every consideration the exigences of the vagaries of fashion.

The leather and shoe industry is well represented by articles in fine leather and by a show-case of first-class quality shoes.

Finally we come to the industry catering for hats manufactured from straw plaits and which, in the impossibility of showing the infinite range of its products, is content to draw our attention to its existence by a display of some of its most valued and praiseworthy models.